

Sanlorenzo appoints Daniele Lucà as CEO of Simpson Marine to lead the expansion of the Sanlorenzo, Bluegame, and Nautor Swan brands in Asia Pacific

Press Release, 2nd April 2025 – Sanlorenzo announces the appointment of **Daniele Lucà** as **CEO of Simpson Marine**. In his new role, Daniele will report directly to Massimo Perotti, Executive Chairman Sanlorenzo, and **will lead operations and strategic business development in the Asia Pacific region through its subsidiary, Simpson Marine**. He will focus on consolidating the presence of the Sanlorenzo, Bluegame, and Nautor Swan brands in a fast-growing and crucial market for the company.

With an Executive MBA from the prestigious ESCP Business School in Paris, since September 2023, Daniele has served as Sales Director of the Yacht Business Unit, leading commercial operations in the EMEA, APAC, NAFTA, and LATAM markets and overseeing the development of the sales and distribution network, **making a significant contribution to Sanlorenzo's international growth**.

Daniele Lucà also brings to Simpson Marine **over twenty years of experience in leadership roles within the energy transition and automotive sectors**, with significant expertise in business development, strategic partnerships, and management of complex B2B and B2C operations.

Before joining Sanlorenzo, he served as Senior Vice President at SNAM S.p.A., where he managed strategic investments for the development of sustainable mobility, with a particular focus on hydrogen and biomethane. Previously, he was a member of the Board of Directors at Teoresi S.p.A. Additionally, he gained valuable experience at Fiat Chrysler Automobiles (FCA) as Business Development Director in the EMEA region, contributing to the group's transition towards electric mobility and playing a key role in the merger with PSA, which led to the creation of Stellantis.

*"The appointment of Daniele Lucà, a manager who has proven over the years to be driven by passion, commitment, professionalism and vision, is an important step for our growth in the APAC market, a fast-growing region where we are focused on further developing the Sanlorenzo, Bluegame, and Nautor Swan brands", stated **Mr. Massimo Perotti, Executive Chairman Sanlorenzo**. "With Daniele's new leadership and alongside the entire Simpson Marine team, which boasts excellent knowledge of the high-end yachting industry, market dynamics, and a widespread presence in key territories, I am confident that we will seize the growth opportunities we have set for the company."*

Daniele Lucà, CEO Simpson Marine, added: *"I am proud of the trust our Chairman and the entire Sanlorenzo board have placed in me by giving me the opportunity to lead the growth and success in the APAC region through Simpson Marine, which has been recognized for its excellence for forty years. We will strengthen our presence in this region by further elevating the positioning of our brands and increasing market awareness of our product range. We will focus on expanding our distribution network, improving our service levels to further increase customer satisfaction, and integrating strategic partners in key markets."*

The appointment is part of the recent organizational restructuring of Sanlorenzo and confirms **the company's commitment to strengthen its management team and subsidiaries** for constant and strategic growth on a global level.

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Sanlorenzo

For over 60 years, Sanlorenzo has been a *worldwide-recognized Made in Italy icon*, producing *custom-built, top-of-the-line* motoryachts that blend *quality, design* and *craftmanship with the most advanced and sustainable engineering and technological solutions*.

The shipyard, the world's first mono-brand in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was taken over by Giovanni Jannetti, and the headquarters moved to Viareggio, before being relocated to Ameglia (SP) in 1999. In 2005, **Massimo Perotti** - with twenty years of experience in the sector - picked up the baton by purchasing the Company. Under his leadership, Sanlorenzo registered an extraordinary growth: net revenue from new yachts increased from €42 million in 2004 to €930 million in 2024. In 2019 the Company was listed on the Euronext STAR Milan segment of the Italian Stock Exchange.

Today, the production of the Yacht (in composite from 24 to 40m) and Superyacht (metal from 44 to 73m) Business Units of Sanlorenzo is distributed across 6 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia) and Pisa. In addition, the production of the Group is also articulated into the Bluegame Business Unit (in composite between 13 and 23m); and the Nautor Swan Business Unit (sailing yachts in carbon fibre and composite, and motor yachts in composite, between 13 and 39m, as well as the divisions ClubSwan Racing, dedicated to the organization of the sports activities, and Nautor Swan Global Service dedicated to refit).

The strong drive for innovation that has characterised the Company's vision has enabled the Group to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the *terraces within the hull*, the *asymmetrical layout* or the *open space concept on board*. Fundamental throughout this journey was the close collaboration with the world of design and architecture, developed entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the Company), Patricia Urquiola and Studio Christian Liaigre.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The Company has set out a clear path toward carbon neutrality, the "*Road to 2030*," which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy, Rolls-Royce Solution GmbH - Global Marine (MTU) and MAN Truck & Bus SE, for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones have been achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch and delivery of the *Superyacht 50Steel*, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotellerie services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the delivery of the two *Bluegame BGH* tenders, with foils and powered exclusively by hydrogen and zero emissions, which competed in the America's Cup in October as "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Furthermore, 2024 marks a year of important acquisitions for Sanlorenzo. That of the *Nautor Swan Group*, worldwide iconic brand engaged in the design, construction, sale and refit of top-end sailing yachts with Swan, Maxi Swan, and ClubSwan range, as well as motor yachts under Swan Shadow, Swan OverShadow and Swan Arrow models; and the acquisition of *Simpson Marine*, leading player in distribution in the South East Asian market with 12 sales offices and 10 service points, with a representation from Hong Kong, and offices in China, Taiwan, Singapore, Thailand, Malaysia, Indonesia, and in Ho Chi Minh and Sydney. In 2024 *Sanlorenzo MED* was also established, a direct sales and service centre based in the major Mediterranean hubs of Monaco, Palma de Mallorca and Cannes.

Consistent with its identifying values, which led it to become a founding member of the Venice World Capital of Sustainability Foundation, Sanlorenzo also expresses its commitment to sustainability and the promotion of marine culture through two prestigious projects. The *Fondazione Sanlorenzo* established by the Perotti family, which, born in 2021, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members. *Sanlorenzo Arts Venice*, the Group's new Venice-based cultural research center, is a hybrid space dedicated to culture and the arts, encapsulating Sanlorenzo's values of sustainability, innovation and design, which aims to contribute to a global movement to foster positive change, for a more sustainable future.